July 8, 2008

The President
Indonesian Chamber of Commerce and Industry
Menara Kadin Indonesia Lt 29 - Jalan HR Rasuna Said X-5 kav 2-3,
Postal/ZIP Code - 10160
Jakarta
Indonesia

Dear Sir/Madam,

8th SAARC Trade Fair 2008, Colombo, Sri Lanka

The Federation of Chambers of Commerce & Industry of Sri Lanka (FCCISL) as the apex private sector organization in Sri Lanka representing the SAARC Chamber of Commerce & Industry will organize the 8th SAARC Trade Fair to be held in Colombo from August 28 to 31, 2008. The other main stakeholders of this prestigious event are the Department of Commerce, Export Development Board, Board of Investments, Sri Lanka Customs, Sri Lanka Tourist Board, Ministry of Foreign Affairs and the Ministry of Export Development and International Trade.

The theme of this year’s event is “Regional Opportunities for Global Growth” with a focus on the importance of harnessing strengths available within the SAARC region. The fair, featuring over 750 exhibitor organizations from the 8 SAARC member countries will be held at the Bandaranaike Memorial International Conference Hall located in the Capital city, Colombo, which is easily accessible from most city hotels.

We take this opportunity to invite your Chamber to participate at the SAARC Trade Fair. We would also appreciate it very much if you could forward this invitation to your member chambers and request them to kindly circulate it among their respective memberships.

We welcome you and your members to participate at this prestigious event as an exhibitor, buyer or even as a visitor.

For further details please log on to www.saarctradefairsl.com or feel free to contact T I Jamaldeen, Director - Foreign Trade & Export Promotion on jamal@fccisl.lk or Ms. Roshen Gunaratne on roshen@fccisl.lk.

Yours sincerely

Samantha Abeywickrama
Secretary General

Encl.: Brochure & Application document

"Regional Opportunities for Global Growth"
8th SAARC TRADE FAIR 2008
28 - 31 August, BMICH, Colombo, Sri Lanka
A word of encouragement

Message from the Hon. Minister of Foreign Affairs

I am pleased to send this message on the occasion of the holding of the 8th SAARC Trade Fair in Colombo, 28th to 31st August 2008.

The SAARC Trade Fair has indeed become an important vehicle for promoting Intra-SAARC trade, which has enormous potential for mutual benefit. Trade promotion is a key means of strengthening collective self-reliance in the region, thereby contributing to the realization of the main goal of the Association to accelerate the process of economic and social development in member states through joint cooperation.

The theme of this year’s event “Regional opportunities for global growth” is indeed timely, as South Asia moves forward to raise its profile in the global economy. In so doing, our approach will be to widen our horizons and reach out to other partners whose involvement would make SAARC more meaningful and productive in our journey towards greater economic progress and prosperity. We must also be mindful that new technological developments incorporating rapid communication, provide the foundation for increased interaction and networking which will intensify business opportunities.

I commend the organizers, the Federation of Chambers of Commerce & Industry of Sri Lanka, for their excellent efforts and extend my best wishes for the success of the 8th SAARC Trade Fair in Colombo.

Hon. Rohitha Bogollagama, M.P., Minister of Foreign Affairs

Message from the Hon. Minister of Export Development & International Trade

Sri Lanka is proud to host the 8th SAARC Trade Fair scheduled to be held in Colombo from 28 - 31 August 2008 and on this occasion, it’s my pleasure to send this message.

The theme of this year’s fair which is ‘Regional opportunities for global growth’ is most appropriate for our times and the opportunities open up at this fair will also enhance the SAARC contribution in global growth.

In the early 90s, it was Sri Lanka which proposed to initiate negotiations among SAARC countries to conclude Preferential Trading Arrangements and Sri Lanka also submitted the first draft of SAPTA for the consideration of the member countries. As a member country which took some pioneering steps we are delighted that endeavours and concerted efforts of all SAARC countries have now blossomed in to fully-fledged FTA.

This is a sub-continent consisting of a population of more than 1.2 billion with an estimated middle class exceeding 300 million and continuing to grow rapidly. A fair of this nature which will showcase the potential of South Asia will and provide further impetus to proliferate more intra-regional opportunities.

While congratulating FCCISL, the organizers of this fair for their excellent arrangements, I convey my best wishes to the participants and the visitors with the hope that results of the 8th SAARC Trade Fair will contribute to a better tomorrow for the SAARC citizens.

Prof. G.L. Peiris M.P., Hon. Minister of Export Development & International Trade

Message from the President of FCCISL

The Federation of Chambers of Commerce & Industry of Sri Lanka is indeed privileged to organise the 8th SAARC Trade Fair 2008 which will be held at the BMICH, Colombo from August 28 – 31, 2008. FCCISL has perhaps been entrusted with this task on account of the organizational skills that it had demonstrated in handling a similar event of magnitude and importance way back in 1998. Since that time the FCCISL has considerably strengthened its resource base and are today better equipped to undertake this task.

We are also extremely happy about the fact that it is the Government of Sri Lanka that handed over the organization of the 8th SAARC Trade Fair to FCCISL and we are determined to prove that we will live up to high expectations of the state in this regard. Other stakeholders in this endeavour include the Ministry of Export Promotion and International Trade, Ministry of Foreign Affairs, Department of Commerce, Export Development Board, Board of Investments, Sri Lanka Customs and Sri Lanka Tourist Board and we look forward to effective cooperation with these key institutions so as to come out with an excellent event. The primary aim of the SAARC is to promote and accelerate economic growth, social progress and cultural development of the region and the SAARC Trade Fair is the principal organ in driving the SAARC region to achieve this objective.

We look forward to close liaison and cooperation with every possible institution and organization whether they are in the public or private sectors in the furtherance of our lofty objectives.

Nawaz Rajabdeen, President, Federation of Chambers of Commerce and Industry of Sri Lanka
Regional Cooperation has been a subject of great interest in several parts of the world. However, the idea of regional cooperation in South Asia first evolved during the period 1977-1980 and Bangladesh took the initiative of setting up South Asian Association for Regional Cooperation (SAARC). In August 1983, Foreign Ministers of the member countries met in New Delhi and the 'Declaration on South Asia Association for Regional Cooperation' was made and an Integrated Programme of Action (IPA) was launched with the blessings of all participating countries.

This unique forum from its inception has worked on multiple platforms in achieving its noble goals, particularly in alleviating poverty, and accelerating socio-economic & scientific progress in the SAARC region to pave the way for ushering in an era of prosperity on wider dimensions.

The South Asian Association for Regional Cooperation (SAARC) comprises Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka. SAARC is a manifestation of the determination of the people of South Asia to work together towards finding solutions to common issues whilst promoting mutual trust, understanding and cooperation among its membership.

Among the many bold initiatives taken towards achieving the long term objectives of SAARC is the organizing of a trade fair and exhibition among the SAARC countries. This event titled the 'SAARC Trade Fair' has contributed immensely towards economic cooperation and in bringing about harmonious & healthy economic relations among business, industry and entrepreneurial sectors of the member states. It is believed to be a step towards globalization which can help overcome many socio-economic differences within the region. The holding of SAARC Trade Fair has become a regular feature since the year 1996 when the 1st Trade Fair was held in India. The event which serves as a platform for promoting intra-SAARC trade has been made possible mainly due to the efforts of each member state thus ensuring the continuity of this key event in the SAARC activity calendar.

The SAARC region being the largest geo-economic block of the world with a population of 1.2 billion people and a combined average growth of 7% and a customer base of over 425 million people in the middle class bracket is easily the largest economic block of the world. Hence an event of this nature will facilitate in economic cooperation and bring about harmonious and healthy economic relations among the business communities of the region. Another unique feature would be the setting up of country pavilions for each member country that will also depict their culture and other indigenous customs.

**The SAARC Trade Fair... at a glance...**
- 1st SAARC Trade Fair - New Delhi, 9-14 January 1996
- 2nd SAARC Trade Fair - Colombo, 8-15 September 1998
- 3rd SAARC Trade Fair - Karachi, 21-26 April 2001
- 4th SAARC Trade Fair - Katmandu, 25-29 October 2002
- 5th SAARC Trade Fair - Dhaka, 27-31 December 2003
- 6th SAARC Trade Fair - New Delhi, 6-10 January 2005
- 7th SAARC Trade Fair - Karachi, 16-18 June 2006

**Sri Lanka... home to the 8th SAARC Trade Fair 2008**
Hosting this prestigious event for the 2nd occasion; Sri Lanka is determined to bring-in a number of value-added features in to the 8th SAARC Trade Fair which is scheduled to be held from 28th-31st August 2008, at the Bandaranaike Memorial International Conference Hall (BMICH), Colombo. With the active participation of the other seven member countries, the event is expected to attract well over 100,000 visitors. Sri Lanka boasts of a highly literate and competent work force supported by a resilient economy with a strong business and industry sector functioning as the driver of economic growth. Sri Lankan state on the other hand has been extremely supportive of cultivating regional cooperation, hence this years' trade fair too has received much attention of all stake holders.

The trade fair will feature well over 600 exhibitor organizations from the eight SAARC member countries who will showcase a magnificent range of products & services to a wide cross-section of visitors comprising end users, buyers, trade organizations, policy makers, state officials and academia.
The principal organizing body for the 8th SAARC Trade fair – 2008 is none other than the Federation of Chambers of Commerce and Industry of Sri Lanka (FCCISL) the largest and most representative apex business organization of the Sri Lankan private sector business. The FCCISL is also the most widely spread business organization with member bodies from all districts and provinces of Sri Lanka.

With a nation wide membership of over 50 chambers of Commerce and business associations, FCCISL espouses the shared vision of Sri Lankan businesses and speaks directly and indirectly to over 15,000 large, medium and small segments of manufacturing, distributive trade & services spread both locally and internationally.

Following its extremely successful organizing of the 2nd SAARC Trade Fair which was held in Colombo in the year 1998; the FCCISL has been once again honoured with the task of organizing of this years’ event for which it will act as the principal organizer along with its other stake holders; namely the Department of Commerce, Export Development Board, Board of Investment, Sri Lanka Customs, Sri Lanka Tourist Board, Ministry of Foreign Affairs & Ministry of Export Promotion & international trade. FCCISL is also the nodal point for the Sri Lankan chapters of; Confederation of Asia Pacific Chambers of Commerce and Industry (CACCI), SAARC Chambers of Commerce and Industry (SCCI) & World Association of Small and Medium Enterprises (WASME) and hence fully equipped to provide leadership to this years’ trade fair, which endeavours to create ‘Regional Opportunities for Global growth’ the theme for the 8th SAARC Trade Fair 2008.

The event has been organized at the Bandaranaike Memorial International Conference Hall located in the Capital city, Colombo, Sri Lanka, which is easily accessible from most city hotels. Popularity known as the BMICH, the location is spread over an extent of 37 acres of land and consist of four main buildings, the main one being an octagonal structure which contains the Assembly Hall. Additionally the location houses, state-of-the-art conference halls, committee rooms, business centers, a cafeteria with 5 star catering facilities, 24 hour security coverage and a large car park.

Showcasing our successes.

As in the past, the trade fair will attract manufacturers, exporters, trading organizations, entrepreneurs and micro & women enterprises, who are in the business of,

- Engineering products
- Machinery, Plant & equipment
- Agricultural Implements / Related items
- Chemicals, Drugs & Pharmaceuticals
- Herbal Products
- Leather Products
- Jute & Plastic items
- Textiles & Ready made garments
- Handicrafts
- Ceramic & Sanitary fittings
- Food & Processed food
- Electronic & Electrical items
- Auto parts & Vehicles
- Rubber based products
- Jewellery & Semi precious costumes
- Computers & Accessories
- Furniture & Furnishings

and many other products manufactured & marketed within the SAARC region.

Such an effort will not only open-up avenues for free trade within the region but also help increase consumer awareness and the level of confidence in products manufactured by the SAARC member countries.
Details of Stall/Exhibition space

Each participant will be entitled to reserve space at the exhibition site in the assigned areas as per the following fee structure on 'first come - first serve' basis. However the FCCISL as the principal organizer reserves the right to accept, reject, modify or change the space allocation depending on the circumstances in the best interest of all those associated with the event.

The standard shell scheme package will include,

- Fascia Board with company name & stall number
- White laminated plywood partitions
- 5 Amp/220V/50 Hz single phase electrical socket
- 2 spot lights
- 2 chairs
- 1 information counter

**Note:** Reservation of stalls must be made on or before lst July 2008

Payment procedure

Please ensure that a Pay order/Demand draft equivalent to the cost of rented space is made in favour of 'Federation of Chambers of Commerce and Industry of Sri Lanka' along with the duly completed registration form. This amount however is refundable in the event the applicant is not selected to participate at the trade fair.

**Schedule of payments:** A 50% advance on registration and balance on or before 31st July 2008.

**Directory of Exhibitors**

The event organizers have also planned out an informative and elegant 'Directory of Exhibitors' to mark this prestigious event. The proposed directory will be an A5 size, full colour publication featuring each Exhibitor in a single page that will consist of a brief profile of the exhibiting organization, its products/services & contact details. Advertising in the above directory is purely on 'first come - first serve' basis, as per the rates indicated below.

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Inner cover</td>
<td>A5</td>
<td>Full Colour</td>
<td>Rs. 40,000.00</td>
</tr>
<tr>
<td>Back Inner cover</td>
<td>A5</td>
<td>Full Colour</td>
<td>Rs. 40,000.00</td>
</tr>
<tr>
<td>Back cover</td>
<td>A5</td>
<td>Full Colour</td>
<td>Rs. 75,000.00</td>
</tr>
<tr>
<td>Inside full page</td>
<td>A5</td>
<td>Full Colour</td>
<td>Rs. 20,000.00</td>
</tr>
<tr>
<td>Inside full page</td>
<td>A5</td>
<td>Black &amp; White</td>
<td>Rs. 15,000.00</td>
</tr>
<tr>
<td>Inside half page</td>
<td>Half of A5</td>
<td>Full Colour</td>
<td>Rs. 10,000.00</td>
</tr>
<tr>
<td>Inside half page</td>
<td>Half of A5</td>
<td>Black &amp; White</td>
<td>Rs. 7,500.00</td>
</tr>
</tbody>
</table>

Please forward your application form on or before 30th June 2008, to enroll in the above directory.

Accommodation

Several hotels of varying categories (5 star, 4 star, 3 star & budget) have been contracted to provide accommodation for the delegates of the SAARC TRADE FAIR 2008. Some of these hotels are located in the city center whilst some others are located towards Northern and Southern parts of Colombo, but in close proximity.

Details of the distances & travel time from the hotels to the venue, to the Airport & other relevant information pertaining to the hotels and the reservation procedure is listed in www.saarctradefair.com

Please note that only a limited number of rooms have been contracted for accommodation of SAARC TRADE FAIR delegates. Therefore all reservations will be placed on 'first come - first serve' basis & also on 'receipt of the advance payment'

You could also send us the completed 'Accommodation Request Form' by mail or by fax.

On receipt of your 'Accommodation Request Form' the local organizers will acknowledge the receipt of same and your request will be thereafter channeled to the chosen hotel.

You will receive a communique directly from the hotel requesting an advance payment in order to confirm your reservation and you are hereby advised to comply with their instructions to avoid any inconveniences.
Concurrent Technical Sessions

During the period of the trade fair, a series of 'Technical Sessions' conducted by eminent resource persons covering topics such as Import & Export procedures, Entrepreneurship, Trading within the region, International Marketing etc. have been lined up for the benefit of the participating organizations/parties. Those who wish to attend these sessions are advised to apply for enrolment in same by making an application on the prescribed form which can be downloaded from our web site www.saarctradefairsl.com

Freight Forwarding and Clearing

Arrangements have also been made to provide you with freight forwarding and clearing of your cargo conveniently and at special rates by professional organizations. All exhibitors and participating organizations are kindly requested to liaise directly with the relevant organizations with regard to the forwarding and clearing of their cargo.

Retail sale of items / Tariff rates

All exhibitor organizations are kindly advised that retail sale of items has been allowed only on the final day of the Trade Fair (31st August 2008). Please also note that such items will be subjected to prevailing customs duty / tariffs and other taxes applicable to sale of goods. You may visit the Sri Lanka Customs web site www.customs.gov.lk / tariff.htm for further details.

Your important links for the Trade Fair

Exhibitors will be required to contact the following parties/organizations in respect of:

Registration of trade stalls/exhibition space & Registration in the Directory of Exhibitors

Federation of Chambers of Commerce & Industry of Sri Lanka
# 53, Vauxhall Lane, Colombo - 02, Sri Lanka
Phone : + 94 11 2304253/4  Fax : + 94 11 2304255
E-mail : roshen@fccisl.lk  Web site : www.saarctradefairsl.com

Principal Contact Person
Ms. Roshen Weeraratne
Manager – PR & events
Mobile : + 94 714 809188

Accommodation & travel arrangements

Aitken Spence Conventions and Exhibitions
# 315, Vauxhall Street, Colombo - 02, Sri Lanka
Phone : + 94 11 2308064 / + 94 11 2434295
Fax : + 94 11 2331816

Principal Contact Persons
1. Mr. Dharini Soza - Director
   E-mail : dharini@aitkenspence.lk
2. Mr. Shihan Abdeen - Manager
   Mobile : + 94 777 287072
   Email : shihan.abdeen@aitkenspence.lk

Freight Forwarding & Clearing

Malships Logistics (Pvt) Ltd.
Level 8, Valliant Towers, 46/7, Nawam Mawatha, Colombo - 02, Sri Lanka
Phone : + 94 11 2343545 / + 94 11 234549
Fax : + 94 11 234549
E-mail : admin@malshipslogistics.com.lk
Web site : www.malshipslogistics.com

Principal Contact Person
Mr. Mahesh Delgapitiya - Assistant Manager

Secretariat,
8th SAARC Trade Fair, 2008, Colombo
Federation of Chambers of Commerce & Industry of Sri Lanka
# 53, Vauxhall Lane, Colombo - 02, Sri Lanka
Phone : + 94 11 2304253/4  Fax : + 94 11 2304255
E-mail : fccisl@fccisl.lk  Web site : www.fccisl.lk

Principal Contact Person
Mr. Hildon Hamangoda - Assistant Manager
Mobile : + 94 714 809188

Aitken Spence Conventions and Exhibitions
# 315, Vauxhall Street, Colombo - 02, Sri Lanka
Phone : + 94 11 2308064 / + 94 11 2434295
Fax : + 94 11 2331816

Principal Contact Persons
1. Mr. Dharini Soza - Director
   E-mail : dharini@aitkenspence.lk
2. Mr. Shihan Abdeen - Manager
   Mobile : + 94 777 287072
   Email : shihan.abdeen@aitkenspence.lk

Registration in Concurrent Technical Sessions & Arrangement of business meetings

Federation of Chambers of Commerce & Industry of Sri Lanka
# 53, Vauxhall Lane, Colombo - 02, Sri Lanka
Phone : + 94 11 2304253/4  Fax : + 94 11 2304255
E-mail : hamangoda@fccisl.lk  Web site : www.saarctradefairsl.com

Principal Contact Person
Mr. Hildon Hamangoda
Director - SAARC & International Affairs
Mobile : + 94 716 817892

Federation of Chambers of Commerce & Industry of Sri Lanka
# 53, Vauxhall Lane, Colombo - 02, Sri Lanka
Phone : + 94 11 2304253/4  Fax : + 94 11 2304255
E-mail : roshen@fccisl.lk  Web site : www.saarctradefairsl.com

Principal Contact Person
Ms. Roshen Weeraratne
Manager – PR & events
Mobile : + 94 714 809188